

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : James A. Harding, et al.  
App. No : 10/750,163  
Filed : December 31, 2003  
For : PROFILING ITEM SELLERS TO  
INFORM ITEM PURCHASING  
DECISIONS AND BUILD TRUST IN  
A MULTIPLE-SELLER  
MARKETPLACE  
Examiner : A. A. Shah  
Art Unit : 3625  
Conf # : 5011

**AMENDMENT AND RESPONSE TO OFFICE ACTION FILED WITH REQUEST FOR  
CONTINUED EXAMINATION**

**Mail Stop AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on February 11, 2008 and the Advisory Action mailed May 14, 2008, please enter the following amendments and consider the following remarks. This amendment and response is being filed with a Request for Continued Examination.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.